

# HUMAN TRAFFICKING OUTREACH TOOLKIT

JULY 2020



**PROJECT**  
**TRUST**

## SUMMARY

The intention of this toolkit is to apply trauma-informed practices to human trafficking outreach campaigns. It offers background information on trauma-informed outreach and methods to increase outreach effectiveness and inclusivity.

## DISCLAIMER

This document was produced by Project TRUST (Trauma Response to Uplift Survivors of Trafficking) and the U.S. Committee for Refugees and Immigrants under 2018-VT-BX-K015, awarded by the Office for Victims of Crime, Office of Justice Programs, U.S. Department of Justice. The opinions, findings, and conclusions or recommendations expressed in this program document are those of the contributors and do not necessarily represent the official position or policies of the U.S. Department of Justice.

All queries should be addressed to Project TRUST, [ProjectTRUST@uscmail.org](mailto:ProjectTRUST@uscmail.org).

Reference to names or publications do not imply their endorsement by or of Project TRUST.

Training and technical assistance requests can be submitted through [www.projecttrust.org](http://www.projecttrust.org) or [ProjectTRUST@uscmail.org](mailto:ProjectTRUST@uscmail.org).

## ACKNOWLEDGMENTS

This toolkit was researched and written by staff of Project TRUST, to provide guidance for anti-trafficking service providers on conducting trauma and survivor-informed outreach. Project TRUST programming is a part of the United States Committee for Refugees and Immigrants. Creation of this resource was made possible by the invaluable input and feedback of Project TRUST's Advisory Committee, survivor consultants, and subject matter experts that reviewed this document.

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# EXECUTIVE SUMMARY

Human trafficking is a complex and under reported crime that significantly impacts the lives of individuals regardless of age, gender-identity, religion, sexual orientation, socioeconomic status, cognitive and physical ability, race, education, ethnicity, or geographic location. Though this is a widespread crime, traffickers are systematic and less resourced groups are at a greater risk for being targeted. To ensure that all survivors are being reached, providers must utilize tailored and trauma-informed outreach strategies to connect with all who have experienced human trafficking, especially under-supported groups.

This toolkit is meant for anti-trafficking service providers that have comprehensive training in client care. This toolkit offers a self-directed model to promote critical thinking when creating outreach campaigns across audience groups for purposes of awareness building, fundraising, client connection, and partner collaboration. The contents of this toolkit apply the Substance Abuse and Mental Health Services Administration's (SAMHSA) trauma-informed approach principles of safety, trustworthiness, and empowerment, and identifies key considerations when creating outreach material.<sup>1</sup>

Outreach is the first opportunity to build rapport and establish safety with a client. To connect with survivors, outreach must be created and conducted using trauma-informed best practices to foster trustworthiness, avoid retraumatization, and dismantle barriers to service. Trauma-informed care is a strengths-based service delivery approach that is grounded in an understanding of and responsiveness to the impact of trauma. It emphasizes physical, psychological, and emotional safety for both providers and survivors, that creates opportunities for survivors to rebuild a sense of control and autonomy while avoiding retraumatization.

Many outreach and awareness campaigns inadvertently promote stereotypes and misleading messages of what a survivor looks like, which makes it harder for survivors and providers to identify a trafficking situation. The use of disempowering themes and sensationalized images further complicates identification and service delivery by reinforcing negative portrayals of the abilities

of individuals who have been trafficked. This undermines survivors' ability to successfully impact their lives and can decrease partner agencies' confidence in meeting the needs of clients. Conceptualizing survivors as capable and strong is important for the healing and thriving of survivors and communities.

Trauma-informed care extends beyond service provision and outreach to areas of policy and procedure, organizational structure, staff and volunteer training, cross-sector collaboration, and documentation practices. To best meet the needs of survivors, a trauma-informed approach should be woven into every fiber of an agency. This toolkit does not provide comprehensive information on human trafficking, trauma-informed care, or supporting and promoting the physical, emotional, and psychological well-being of staff during outreach implementation or client service delivery. For more information in these areas, please reference the Recommended Resources section at the end of this toolkit or contact Project TRUST for tailored training and technical assistance.

Project TRUST is a national training and technical assistance program funded by the Office for Victims of Crime that supports agencies as they integrate a trauma-informed approach into each level of service delivery and organizational structure. Whether your agency is in need of multi-day training or seeking feedback on a form or flyer, Project TRUST is available at [www.ProjectTRUST.org](http://www.ProjectTRUST.org) or [ProjectTRUST@uscrimail.org](mailto:ProjectTRUST@uscrimail.org).



# DEFINITIONS

## HUMAN TRAFFICKING

"Human trafficking involves the use of force, fraud, or coercion to obtain some type of labor or commercial sex act. Every year, millions of men, women, and children are trafficked worldwide- including right here in the United States. It can happen in any community and victims can be any age, race, gender, or nationality.

Traffickers might use violence, manipulation, or false promises of well-paying jobs or romantic relationships to lure victims into trafficking situations."<sup>2</sup>

## TRAUMA

"Emotional or mental distress caused by an event, series of events, or set of circumstances that is experienced by an individual as physically and emotionally harmful or threatening. The event may cause the individual to feel emotionally, cognitively, and physically overwhelmed and unable to cope. The adverse effects of a traumatic event may occur immediately or over time. Communities may collectively react to trauma in ways that are very similar to the ways in which individuals respond and may experience the adverse effects of an event for generations. Many people who experience trauma readily overcome it, particularly with support; however, others may experience significant disruption in their lives and/or a long-term impact on their physical, social, emotional, and spiritual well-being."<sup>3</sup>

## TRAUMA-INFORMED

"Approaches delivered with an understanding of the vulnerabilities and experiences of trauma survivors, including the prevalence and physical, social, and emotional impact of trauma. A trauma-informed approach recognizes signs of trauma in staff, clients, and others and responds by integrating knowledge about trauma into policies, procedures, practices, and settings. Trauma-informed approaches place priority on restoring the survivor's feelings of safety, choice, and control. Programs, services, agencies, and communities can be trauma-informed."<sup>3</sup>

# HUMAN TRAFFICKING OUTREACH AUDIENCES



THE COMMUNITY  
SUPPORTER



THE PARTNER  
REPRESENTATIVE



THE SURVIVOR



THE DONOR





## THE COMMUNITY SUPPORTER

Increasing the general population's understanding of what human trafficking is and is not will pave the way for survivors to be met with understanding, empathy, and respect. This helps to identify rates of trafficking by increasing the community supporter's ability to identify signs of trafficking among those with whom they interact.

### COMMON COMMUNITY SUPPORTERS

Local business owners, parents, religious organizations, students, volunteer organizations, clubs and recreational groups are common community supporters.

### COMMUNITY SUPPORTERS ARE OFTEN MOTIVATED BY

a desire to protect their communities, to keep their neighbors and loved ones safe, to be a part of the solution, or to volunteer their time, items, and funds in meaningful and impactful ways.

## WHAT DOES THE COMMUNITY SUPPORTER NEED TO KNOW?

The definition of trafficking that your organization uses, warning signs and/or risk factors of trafficking, how to report trafficking, how community members can help, and how their help will be beneficial. Help can come in the form of awareness events, getting involved in local initiatives, and finding the means to educate other members of the community.

### EXPERT TIP

Consider who may be excluded due to language, color schemes, and word choices. Engage a diverse group of individuals to strengthen your outreach campaign.

**Example:** An awareness campaign directed at high school students in a suburban community. "Many people that experience sexual exploitation do so before they graduate high school. Human trafficking is (relevant trafficking definition) and can look like (warning signs). Join our 'Student Supporters' Training Program and learn how to build awareness in your community. Call or email (contact info) for information on our certificate program."

**Example:** An awareness campaign directed at community centers serving culturally specific groups in relevant languages posted on bulletin boards with housing and jobs ads. "Quick, Easy Money-Work without pay has been happening in this area. Be on the lookout for (insert warning signs) and share with your friends and family. In (this state) these are your rights (state specific rights and protections). Don't hold out to get payment that may never come. Call/text (contact info) to anonymously ask questions or report suspected work without pay."





## THE PARTNER REPRESENTATIVE

Partner outreach can be an effective strategy to build awareness and increase resources in your area. This may be relevant when there are new initiatives, or if you are attempting to connect with more clients to use your services. Diverse partner engagement can increase connections with survivors across provider groups.

### COMMON PARTNER REPRESENTATIVES

LGBTQIA+ organizations, nonprofits, religious organizations, medical clinics, emergency departments, OB-GYNs, social workers, child protective services, legal agencies, law enforcement, immigration and refugee organizations, mental health services, vocational resources, substance use treatment facilities and support groups, public benefit offices, domestic violence programs, sexual assault resources, victim service providers, and homelessness or residential support agencies are common partners.

### PARTNER REPRESENTATIVES ARE OFTEN MOTIVATED BY

best meeting the needs of the population(s) they serve, efficiently using their time and organizational capacity, providing resources to their staff, decreasing workload due to already being overextended, and improving agency and client outcomes.

## WHAT DOES THE PARTNER REPRESENTATIVE NEED TO KNOW?

The definition of the trafficking that your organization uses and/or risk factors, general identifiers, field specific identifiers (medical signs for health practitioners, truancy signs for teachers), how to respond to or report suspected trafficking, training events or opportunities, how trafficking is impacting those they serve, and how their awareness may increase their ability to do their job.

MORE INFO ON THE PARTNER REPRESENTATIVE CONTINUED ON NEXT PAGE >



## THE PARTNER REPRESENTATIVE

### EXPERT TIP

Consider opportunities for a partners to utilize this information to increase their outcomes and speak to what drives them. Avoid criticizing partners or inadvertently creating defensiveness by beginning with comments related to fault or deficiency. Partnerships begin best with curiosity and assumptions of positive intent.

**Example:** Email for a training opportunity focused on law enforcement. ‘There are resources for human trafficking survivors in our community that can help you to support your work. (Highlight information on trends in your area). Interested in learning more? Event details (time, place, registration information, other relevant information).’

**Example:** Flyer to build skills of identification for emergency department providers in a region where trafficking of a certain group is common. “You may be the first opportunity for safety for someone experiencing human trafficking. (Include relevant data). Human trafficking is (definition). In our community this includes (use community specific example). Physical and behavioral signs of victims and traffickers in the emergency department include (common and population specific warning signs and interaction patterns). It is helpful to train staff on these warning signs, local interpretation services, and proper responses. Traffickers use misinformation and other techniques such as (population specific examples of trafficker techniques). If you suspect trafficking contact (contact info and hours). For tailored training for your department contact (contact info).”



## THE DONOR

Designing materials directed at donors can present unique challenges. Before creating fundraising campaigns via email, video, radio, or other platforms, review our recommendations of trauma-informed outreach. Though it can be tempting to use sensationalized stories and photos to motivate funders, it can negatively impact perceptions of survivors by only depicting their traumatic experiences. Instead, demonstrate narratives of growth, strength, resilience, and potential.

### COMMON DONORS

Community members, local business owners, religious organizations, schools and universities and community clubs are common donors.

### DONORS ARE OFTEN MOTIVATED BY

a desire to be a part of something larger than themselves by making a positive difference in the lives of survivors.

## WHAT DOES THE DONOR NEED TO KNOW?

The mission of your agency and definition of trafficking used at your agency, how they can make a donation, why this is relevant to them, and how their contribution can positively impact the life of someone in their community.

MORE INFO ON THE DONOR  
CONTINUED ON NEXT PAGE >

### REMEMBER!

It is important to let donors know how much they are appreciated and to give updates on the impact they made with your clients and/or mission. Donors often gain more satisfaction when they can easily understand their impact through tangible donations that contribute to an achievable, concrete goals.



## THE DONOR

### EXPERT TIP

Sharing stories of clients in a trauma-informed way can captivate donors and increase contributions. Share these stories in languages relevant to your area. Inform donors about how their contributions are used and the impact they have for an individual. Be specific!

**Example:** A flyer for a fundraising event, such as a golf tournament, to support emergency housing for survivors of trafficking: “Many survivors come to (Agency Name) immediately after leaving their trafficking experience where they received little or no pay. Help us to purchase furniture for our new housing program so that these individuals and their families can be comfortable while they work to improve their lives. This (event) golf tournament is in partnership with (local group collaboration). Entry fees are (cost) per team. (Date and time) call or email (contact info).”

**Example:** Fundraising email campaign. “Help us support survivors as they reach for their goals!” Here at (Agency Name) we checked in with Linda (change identifiers and/or use a composite story) a year after your donations helped her become a Licensed Practical Nurse even after she experienced a financial set-back in her final semester at school. Click here to read more about Linda’s successes and ways you can support other survivors.” (Include agency mission, contact information, relevant tax information, and how to donate on webpage.)



## WHAT DOES THE SURVIVOR NEED TO KNOW?

Relevant examples for self-identification, how and when to reach you, that they will be anonymous, and how you can help.

MORE INFO ON THE SURVIVOR  
CONTINUED ON NEXT PAGE >

Whether your agency offers short or long-term services, remote or in-person, it is of the utmost importance that your support is reaching those who need it most. The REACH Model and considerations provided in this toolkit can help you to do this in an effective and benevolent way. Contact [ProjectTRUST@uscrimail.org](mailto:ProjectTRUST@uscrimail.org) for support in developing trauma-informed outreach to connect with clients.

## CONSIDERATIONS WITH DIFFERENT VICTIM POPULATIONS

It is likely that the labor and sex trafficking of U.S. citizens and foreign nationals is happening in your area across multiple industries. Tailor outreach to meet the needs of specific survivor populations. Those who have experienced trafficking may have experienced other forms of victimization making it important to help survivors understand exploitation. Due to stigma and lack of awareness, many individuals may not identify as someone who has experienced human trafficking or another crime. Some survivors may view their experiences as bad work environments, family dysfunction, unhealthy relationships, intimate partner violence, or child abuse.

## SURVIVORS ARE OFTEN MOTIVATED BY

opportunities for greater autonomy and control over their life such as financial, emotional, and physical safety for them and their loved ones, freedom to pursue personal and professional goals, confidential and comfortable housing and other stabilizing physical resources, empowering personal support, the ability to pursue or reject legal action against traffickers and/or abusers, relief from legal prosecution or past convictions, assistance with immigration resources, protecting their communities, a desire to keep others from being exploited, educating others about human trafficking, understanding of physical and psychological trauma experiences and coping skills and other culturally or regionally specific areas of need.



## THE SURVIVOR

### EXPERT TIPS

**Survivors may not identify as survivors.** It is common for survivors of human trafficking NOT to identify as experiencing trafficking, being trapped, being forced against their will, or being victims of modern-day slavery. Using these terms may exclude individuals from self-identifying or asking for help. Though survivors should be informed on what human trafficking is, it may NEVER be a part of a person's healing journey to identify as a trafficking survivor. For this reason, consider whether your organization requires someone to identify as a survivor of trafficking to participate in your program or if it, instead, requires an individual to meet experience criteria to access your services. Additionally, consider when to use and avoid the term "human trafficking" on survivor outreach.

**Mirror the client's language:** Though this toolkit frequently uses the term "survivor" when discussing individuals that have experienced sex and labor trafficking, some individuals may not be comfortable with or empowered by this word. There are many reasons that someone may feel disconnected, hurt, othered, or uneasy by the term "survivor." Remember to mirror clients' language, ask for preferences, and be mindful of the impact of labels.

**Connect first, then educate:** The definition of human trafficking, as stated by law, may be helpful for clients to know. However, *the goal of survivor outreach should be connection.* To establish that connection you must prompt the reader to contact you. To evoke this action, outreach materials should provide digestible, non-threatening information to help the individual identify that they may be in a situation that makes them eligible for services. It is helpful to give examples of what services you may provide. Providing insight to readers that their situation may be different than their original perception (e.g., domestic violence or an untrustworthy employer) could be enough for them to make the initial contact. Use trends specific to your area and client population. The information that you provide to trigger a connection does not need to be exhaustive so long as you have effective screening and assessment processes in place when people reach out for help.



## THE SURVIVOR

**Make connecting to resources easy:** If your outreach materials contain information for survivors, make them as accurate and direct as possible. If a number needs an extension, provide it. If resources on a website are promoted, include the URL so that they are not required to search from the homepage without guidance during a time of need.

**One size doesn't fit all:** Remember, traffickers are likely to use methods of misinformation, manipulation, and abuse across different trafficking types. Be considerate of the differences when creating materials. Tailoring outreach that speaks to what survivors have endured while mitigating misinformation can make your outreach more effective.

**Culture matters:** Certain cultures may have different beliefs and cultural idioms of trafficking, traffickers, and trauma. These concepts and differences in recruitment and grooming processes may be key components of self-identification. Keep up-to-date on trends in your area and gain information from your client population to more aptly tailor materials and services.

**Example:** Outreach flyer in bathrooms and bulletin boards at a community center "I thought things would be different... At first they... were perfect, listened to my hopes, my problems, my dreams; gave me presents and nice things; made me feel wanted and loved; told me about what our life would be. But then they... said we needed money; If I loved them, I would be willing to do what I needed to do; said sleeping with other people was a quick way to get what we needed." Does this sound familiar? We can help. Call us for free 24/7 to anonymously talk through options for you or someone you care about. (Contact information).

**Example:** Billboard in Spanish and Tagalog. "Is your employer mistreating you? Not paying you? Is this not what you agreed to? This isn't right and there is help, call (contact info) 24/7 to talk to someone who can help. Anonymous and confidential! We are not the police, though there are laws in place to protect people in your situation."



# REACH YOUR AUDIENCE

The REACH Model was designed for this toolkit to help providers create compelling and appropriate outreach, training, and presentation materials to best REACH your audience.

**R**

## REASON

Identify your purpose and goal

**E**

## ENGAGE

Ensure your materials pull viewers in

**A**

## APPEAL

Appeal to the wants and needs of your audience

**C**

## CATER

Cater your delivery method to your audience

**H**

## HOLD!

Stop to make sure everything is in place to be successful

## REASON

### IDENTIFY YOUR PURPOSE AND GOAL

Before you begin, be sure to have a clear and identified purpose for your outreach material. Being specific in the objective for each item will help you to tailor outreach and be concise in the information that you choose to share. Not every piece of outreach must be comprehensive, but it must include content that aligns with the goal of that outreach item.

Common outreach initiatives include community awareness of trafficking, survivor awareness of trafficking and resources, advertising programs, donation needs, and volunteer opportunities.

## ENGAGE

### ENSURE MATERIALS PULL VIEWERS IN

Materials that captivate the attention of your audience can increase the number of individuals reached. It is important to consider language, color, font, and images. Be sure to follow trauma-informed best practices while remaining interesting. Ensure content is relatable, easy to read, and attention grabbing in a trauma-informed manner.

**Considerations:** audience type, reading level, word choice, dialect specific translation needs, legibility when printed vs. viewed online, infographics, representation in photos, survivor portrayal



\*When outreach is geared towards men, remember it is estimated that 1 in 12 men and 1 in 200 women are color vision deficient, most commonly with problems differentiating between red and green.<sup>4</sup>

## APPEAL

### APPEAL TO THE WANTS AND NEEDS OF YOUR AUDIENCE

Use your insight as a provider and the “Human Trafficking Outreach Audiences” in this toolkit to target your outreach materials and achieve your goals. Understanding what your audience needs to know and what motivates them will allow you to reach them in a more compelling way. There may be instances where you have a conflict between material that may have a positive impact for survivors versus content that would appeal to a wider audience. In these circumstances, create a balance but always prioritize trauma-informed materials.

## CATER

### CATER YOUR DELIVERY METHOD TO YOUR AUDIENCE

If your target audience isn't seeing your materials, your materials aren't going to help your program or clients. Brainstorm with co-workers and regional partner organizations to identify areas in your community and online that your target audience may frequent.

Common Outreach Locations Include: social media websites, schools, religious organizations, local stores, community centers, community clubs or groups, sports games, bars, nightclubs, lingerie stores, hotels, 24/7 restaurants, bus stops, safe LGBTQIA+ spaces, libraries, highway rest-stops, emergency departments, medical clinics, grocery stores, free wi-fi locations, and other locally relevant hotspots. For each location prioritize the safety and comfort of the staff distributing materials. When sharing materials with individuals in-person, consider discreet outreach materials that may not include the words human trafficking or the agency name. This allows the individual to keep the item without fear of negative repercussions if the materials are found by the trafficker.

## HOLD!

### STOP TO MAKE SURE EVERYTHING IS IN PLACE TO BE SUCCESSFUL

Successful outreach campaigns will increase programming utilization. Whether you are encouraging survivor identification, referrals from other community organizations, or donations, you must be prepared. If your organization increases outreach but does not have the capacity to answer calls, respond to survivor's needs, properly navigate cultural and physical accessibility differences, or properly offer connection and support you may inadvertently turn a client away from services. Holding to ensure everything is prepared will set up your clients, your staff, and your agency for success.

# CONSIDERATIONS FOR MATERIAL DEVELOPMENT AND OUTREACH

## EMPOWERING REPRESENTATION

### REPRESENT SURVIVORS OF ALL FORMS OF HUMAN TRAFFICKING

Accurate portrayal of diverse survivor populations across religious, ethnic, racial, age, sexual orientation, gender-identity, and trafficking type breaks down stereotypes of who can experience human trafficking. This not only promotes identification for partner representatives and self-identification of survivors but also makes potential clients feel welcome in your program. An accurate portrayal, mirroring the diversity in your community, can promote further involvement by increasing the understanding that issues of trafficking do exist in your area. Materials should be reviewed by paid community and/or survivor representatives to ensure they are respectful, culturally compelling, and appropriate. Remember, color schemes may have different associations across cultural groups.



## USE EMPOWERING AND PERSON-CENTERED LANGUAGE

Humanizing language such as “survivor” and “person that has survived labor trafficking” offer a more neutral, multidimensional perspective of individuals that have been trafficked. Conceptualizing clients as capable and strong is important for the healing and thriving of survivors and communities. Though legal entities and law enforcement may stick to terms in legislation such as “victim,” try using phrases that grant agency and promote autonomy. That said, unintended negative impact can even come from words deemed by providers to be empowering, such as “survivor.” Therefore, it is important to check with clients and mirror language that they feel comfortable using. Avoid statements that imply victimization occurs because of a lapse of character. Victim blaming language can increase inaccurate, negative associations such as helplessness and gullibility that impact views of survivors. When we use disempowering language, we risk disregarding survivors’ abilities. This can impact the way individuals are received and treated by fellow providers and may decrease survivors’ belief in their power and capacity to change their own lives. See the table below for examples of language that shifts agency to the survivor.

MOVING FROM...	TO...
<i>Victim • Criminal • Slave Child Prostitute</i>	<i>Men • Women • People • Youth • He/She/They Survivors • Those with Lived Experience</i>
<i>Victims are lured • trapped • tricked</i>	<i>Traffickers use Manipulation • entrapment • threats • coercion to control • exploit • pressure individuals • their victims • their targets</i>
<i>Victims are rescued</i>	<i>Survivors escape • leave • exit</i>

## UTILIZE TRAUMA-INFORMED PRACTICES WHEN CONSIDERING PORTRAYALS OF SURVIVORS

Considerate and trauma-informed representation can promote identification and decrease retraumatization of survivors. Avoid sensationalized themes that may increase likelihood of triggering your viewers. Sensationalized images can inadvertently increase assumptions of what experiences are required for an event to be deemed human trafficking. Examples of common harmful themes are kidnapping, cages, chains, gags, weapons, extreme violence, and traffickers being strangers to the victim. This could hinder community, partner, and survivor identification when these items are not present, and the trafficker is known to the individual e.g., a family member, friend, or romantic partner.

## USE ACTORS, STOCK PHOTOS, OR ANIMATIONS FOR DEPICTION OF SURVIVORS

This can expedite the ability to make varied, confidential, representative awareness campaigns across trafficking types. There may be times when survivors ask to be included in campaigns. When survivors are included in campaigns ensure that they are prepared for the impact that material may have on their confidentiality and safety, and the potential permanence of the developed material. Individuals should receive support throughout the process, understand the potential use and distribution of the material, and should always be paid fairly for their time. It is extremely important that organizations have signed consent and that survivors have as much control as possible over the use or non-use of their image or information. Consider changing identifying information or using composite narratives. To view information on assessing readiness and supporting survivors for public awareness/speaking campaigns utilize the “Trauma-Informed Human Trafficking Story Sharing” document under “Recommended Resources” in this toolkit and contact Project TRUST with questions.





# RELIABLE RESOURCES AND STATISTICS



## SEEK FEEDBACK AND EVALUATE EFFECTIVENESS

Outreach strategies often require a great amount of work and staff power. To ensure the best use of organizational resources seek feedback from target audiences and utilize formal and informal evaluation practices. Tracking how outreach impacts trends in client engagement can inform the effectiveness of your initiatives.

Collecting feedback from new clients or event attendees on how and where they connected with your organization can help you strategize material placement and format.

## PROMOTE DEPENDABLE LOCAL AND NATIONAL RESOURCES

Facilitate connection to relevant organizations and streamline service for your service population. Be mindful that the use of large-scale resources, like national call lines, may lead to increased time on the phone or outdated contact information. It is best to ensure that the survivor is connected to a relevant provider as efficiently as possible. However, large-scale resources may be the most comprehensive and providers should utilize them to access broader networks, client resources, and informative data. Shared information on all outreach should be accurate, clear, and up-to-date.

Consider creating a one-page document that lists all resources and hotlines. By doing this, you are streamlining your internal process when clients reach out for certain resources. Given that resources and contact information change over time, consider creating a “Shared Document” platform (i.e., Google Drive, SharePoint, etc.) with regional partners to make editing more efficient.



## USE ACCURATE AND LOCALIZED STATISTICS

Inaccurate or generalized statistics and information may divert funding, campaigns, and energy to unhelpful areas and away from the target populations in your community. Therefore, it is important to incorporate local trends and leverage census data that may speak to underserved groups that would benefit from tailored outreach campaigns. It is important that statistics are accurate, from trustworthy sources, and representative for community outreach. Community supporters are often the starting point for movement in political and legal action that impacts funding sources and resource allocation. They must be properly informed. Common sources of statistics include human trafficking grantee agencies, child welfare, law enforcement, and state and federal departments. For more information on how to use and evaluate the validity of statistics see the “Recommended Resources” section.

### BEST PRACTICES: STATISTICS & DATA

#### Where did the data come from?

- Who conducted the study originally? Is the source trustworthy?
- Where did I find the statistic? Is the location trusted?
- What is their bias or point of view? What’s the creator’s agenda?

#### What is the benefit of sharing the data?

- Are you pushing an agenda rather than providing good data?

#### What is the methodology? How is the information gathered?

- Is there guesswork involved in the numbers/outcomes? Is this a professional opinion/estimate?
- What are the sources the authors use to come to their conclusions? Are those sources biases and/or data-driven?
- What is the sample size? Who is the sample population (e.g., age range, location of study, etc.)?
- Was this peer reviewed or verified by a trusted source?

### BOTTOM LINE

If you can’t determine the original source, you can’t find the methodology, or the methodology is poor: use a different source or explicitly mention the information’s limitations.

Source: Leanne McCallum, Greater New Orleans Human Trafficking Task Force



## PROMOTE AGENCY CONNECTION

### ACKNOWLEDGING FEARS AND MISTRUST

Many survivors have experienced a lifetime of oppression and exclusion from systems and programs that are meant to serve and help them. Attempt to understand and learn where their fear is coming from and address those fears. Many fear that they will lose more than they will gain by asking for help. Helpful techniques to mitigate fear include hiring staff who connect with your clients on a cultural level, increasing language access at your organization, and being strategic in resource location and placement. Training of staff to help them anticipate, respond to, and validate the concerns of clients through active listening, validating statements, and reliable follow-up to questions and resource requests. For tips on responding to clients, refer to the “Best Practices in Trauma-Informed Care” portion of the “Recommended Resources” section.

### BE MINDFUL OF TRAFFICKER REPRESENTATION

Images that perpetuate trafficker stereotypes not only decrease self-identification but may negatively impact marginalized groups. When stereotypes permeate our outreach these stereotypes seep into the minds of our clients, community supporters, law enforcement, partner networks, donors, and the general population. Stereotypical depiction of traffickers could decrease client engagement and may promote racially charged trends in materials such as minorities being disproportionately displayed as perpetrators and underrepresented as survivors. This may even lessen the chance of reporting as the survivor may not be able to “check all the boxes” of what a trafficker “looks” and “acts” like.

## SET UP STAFF FOR SUCCESS AND SAFETY

Prioritizing staff success, creating trauma-informed outreach safety protocols, and providing outreach teams with proper supervision and support will decrease burnout and turnover rates and increase agency effectiveness. When creating outreach materials, do not overstate resources, share confidential information, or use staff images on materials meant to reach clients leaving their traffickers. Clearly stating up-to-date resources is important in preserving the relationships between clients and staff. To preserve rapport and promote safety, keep details shared in outreach materials current and avoid using photos of confidential locations. Even partial photos with no address can be used by the trafficker or others. This is important for the safety of your clients, staff, and organization. Similarly, the use of staff photos on certain materials could compromise escape plans and client confidentiality when accompanied by staff in the community. If your agency would like more information on how to best support your staff and develop policies and procedures dedicated to trauma-informed outreach facilitation see the “Executive Summary” section or contact Project TRUST.



# RECOMMENDED RESOURCES

## HUMAN TRAFFICKING

About Human Trafficking, Office for Victims of Crime

<https://ovc.ojp.gov/program/human-trafficking/about-human-trafficking>

What is Human Trafficking, National Human Trafficking Hotline

<https://humantraffickinghotline.org/what-human-trafficking>

## TRAUMA-INFORMED CARE

SAMHSA's Concept of Trauma and Guidance for a Trauma-Informed Approach,  
Substance Abuse and Mental Health Services Administration

<https://store.samhsa.gov/product/SAMHSA-s-Concept-of-Trauma-and-Guidance-for-a-Trauma-Informed-Approach/SMA14-4884>

Using a Trauma-Informed Approach, Office for Victims of Crime Training and Technical Assistance Center

<https://www.ovcttac.gov/taskforceguide/eguide/4-supporting-victims/41-using-a-trauma-informed-approach/>

Creating Trauma-Informed Systems, The National Child Traumatic Stress Network

<https://www.nctsn.org/resources/creating-trauma-informed-systems>

## UTILIZING STATISTICS

Myths and Misconceptions: Unpacking the Numbers, Leanne McCallum-Greater New Orleans Human Trafficking Task Force

<http://www.nolatrafficking.org/myths-and-misconceptions>

The Average Age of Entry Myth, Polaris

<https://polarisproject.org/blog/2016/01/05/average-age-entry-myth>

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## MORE RECOMMENDED RESOURCES

### TRAUMA-INFORMED HUMAN TRAFFICKING STORY SHARING

Sharing the Message of Human Trafficking: A Public Awareness and Media Guide, Wichita State University

[http://combatinghumantrafficking.org/Document/CCHT\\_PublicAwareness\\_and\\_Media\\_Guide\\_06052014.pdf](http://combatinghumantrafficking.org/Document/CCHT_PublicAwareness_and_Media_Guide_06052014.pdf)

Tips for Using Images When Reporting on Human Trafficking, The Irina Project

<http://www.theirinaproject.org/using-images-when-reporting-on-human-trafficking.html>

Pimps are Profiting from your Anti-Trafficking Organizations Marketing Materials, K.D. Roche

<https://kdroche.wordpress.com/2019/01/19/selling-shock/>

The Racial Roots of Trafficking, Cheryl Nelson Butler

[https://www.researchgate.net/publication/296742178\\_The\\_Racial\\_Roots\\_of\\_Human\\_Trafficking](https://www.researchgate.net/publication/296742178_The_Racial_Roots_of_Human_Trafficking)

### CONCEPTUALIZING TYPES OF TRAFFICKING

The Typology of Modern Slavery: Defining Sex and Labor Trafficking in the United States, Polaris

<https://polarisproject.org/typology-report>

Faces of Human Trafficking Series, Office for Victims of Crime Training and Technical Assistance Center

<https://ovc.ncjrs.gov/humantrafficking/publicawareness.html>

Male Victims, Office for Victims of Crime Training and Technical Assistance Center

<https://www.ovcttac.gov/taskforceguide/eguide/4-supporting-victims/45-victim-populations/>

A Four-Year Analysis of Labor Trafficking Cases in the United States: Exploring Characteristics and Labor Trafficking Patterns, Journal of Human Trafficking

<https://www.tandfonline.com/doi/abs/10.1080/23322705.2019.1638148?journalCode=uhmt20&>

MORE RECOMMENDED RESOURCES ON NEXT PAGE >

## MORE RECOMMENDED RESOURCES

### WORKING WITH CLIENTS THAT HAVE EXPERIENCED TRAFFICKING

Supporting Victims, Office for Victims of Crime Training and Technical Assistance Center  
<https://www.ovcttac.gov/taskforceguide/eguide/4-supporting-victims/>

Utilizing Trauma-Informed Approaches to Trafficking-related Work, Trauma Center at Justice Resource Institute  
[http://www.traumacenter.org/resources/H-0%20Trauma-Informed%20Case%20Study\\_final\\_2.pdf](http://www.traumacenter.org/resources/H-0%20Trauma-Informed%20Case%20Study_final_2.pdf)

Trauma-Informed Care in Behavioral Health Services, SAMHSA  
<https://store.samhsa.gov/product/Trauma-Informed-Care-in-Behavioral-Health-Services/SMA15-4420>

Human Trafficking Response Program Shared Learnings Manual, Dignity Health  
[https://www.dignityhealth.org/-/media/cm/media/documents/Human-Trafficking/Dignity%20Health\\_HTRP\\_SharedlearningsManual\\_170512.ashx](https://www.dignityhealth.org/-/media/cm/media/documents/Human-Trafficking/Dignity%20Health_HTRP_SharedlearningsManual_170512.ashx)

The Slavery and Trafficking Survivor Care Standards, Human Trafficking Foundation  
<https://www.antislaverycommissioner.co.uk/media/1235/slavery-and-trafficking-survivor-care-standards.pdf>

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- 2 What Is Human Trafficking? (2019, June 28).  
Retrieved from <https://www.dhs.gov/blue-campaign/what-human-trafficking>.
- 3 Office for Victims of Crime Model Standards Glossary. (2019).  
Retrieved from <https://www.ovc.gov/model-standards/glossary.html>.
- 4 Colour Blindness. (n.d.).  
Retrieved from <http://www.colourblindawareness.org/colour-blindness>.
- 5 Lloyd, R. (2017, December 19). At What Cost: The Road to Anti-Trafficking is Paved with Good Intentions.  
Retrieved from <https://canadianwomen.org/blog/what-cost-trafficking>.



# MESSAGE TO PROVIDERS

Thank you for all that you do to grow and develop your agency and thank you for all that you are for your clients. At Project TRUST, we believe it is our responsibility as providers to hold ourselves and others accountable. We must strive, every day, to serve survivors in the most benevolent and informed way possible. In the words of Rachel Lloyd, survivor and founder of Girls Educational & Mentoring Services (GEMS), "What [survivors] don't need any more of is good intentions that aren't backed up by thoughtfulness, integrity, common sense values and an educated, informed approach."<sup>5</sup> We appreciate you taking the time to read this toolkit and hope that its contents help you to move your outreach forward. There will be missteps but our mission as providers is not to reach unobtainable goals of perfection. Our mission is to be compassionate, to be inquisitive, and to be vulnerable as we evaluate our work so that we may be our very best for those we serve.



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